

DATALINE

DATAVEND SERVICES
P.O. 222406
DALLAS, TEXAS 75222

MAR 23 REC'D

2061554024

BARRY O'BRIEN
MGR. COMMUNICATIONS PROGRAM
PHILIP MORRIS USA
120 PARK AVE.
NEW YORK, NY 10017

DATAVENDSM

DATA LINE

SM

"COIN CONVERSION EQUIPMENT IDEAS"

Periodically, Dataline speaks to you, the vendor, on various subjects that affect your business. In the past, we have written about the use of computers, automated input, and optimum brand line-ups. Now, for your information, we are reviewing various sources of coin conversion equipment.

DataVend has researched this subject and has found that there are several viable ways for you to convert your machines into accepting higher vend prices. In addition to National and Coinco units, the mechanisms you are most familiar with, there are alternatives such as conversion kits manufactured by Terminal Vending (Oaklyn, NJ), MicroCoin (Chulva Vista, CA) and Vendorprise Inc. (Copiague, NY).

Further, in 1982, Philip Morris USA began offering the "Ralph" for operating the coin mechanisms of Smokeshop 27 and National 20/22 column machines. By simple adjustments to existing price accumulators, the vend price can be increased to \$1.25 for Smokeshops and \$1.75 for Nationals. There is no charge for this service and it is available to you through your Philip Morris representative.

There is another consideration in converting your machines, and that is, the pricing level to which they must be able to vend. We expect that for the foreseeable future, machines with the capability to vend up to \$2.50 will suffice for most vendors.

Most importantly, in regards to all of the coin conversion equipment ideas we have presented, we recommend that you thoroughly review all of the options and analyze what your real costs would be, so that in the long run you make a return on your investment.

(THIS IS NOT A SOLICITATION OR RECOMMENDATION FOR ANY FIRMS MENTIONED IN THIS ARTICLE -- BUT RATHER A COMPILATION OF OUR RESEARCH)

PHILIP MORRIS

REQUEST FOR

TO REQUEST OPTIMUM BRAND LINE-UP:

PROFIT PROFILE

OPTIMUM BRAND LINE-UP

1. FOR A SPECIFIC VENDOR

A. Show vendor name, address, city, state, zip, county.

B. If vendor wishes to supply the data, attach location weekly volume in packs and per pack scored (difference between cost and vend or sell).

C. Show how vendor reports placements and ID # if DataVend participant.

D. Show Market Code (use Sub Market if applicable).

E. Indicate the location or machine sizes requested (maximum 50 columns).

F. Show Philip Morris Rep. name, territory number, and requested date.

G. Show any comments or special handling requests.

2. FOR PHILIP MORRIS FIELD MANAGER USE

A. Show Market Code (use Sub Market if applicable).

B. Show number of copies of each column size (keep up with).

C. Show the average location weekly volume and per pack scored you wish to use. You do not have to specify if you want 75 packs per week and \$3.00 up vend.

D. Indicate the location or machine sizes requested (maximum 50 columns).

E. Show Philip Morris Rep. name, territory number, and requested date.

F. Show any comments or special handling requests.

3. MAIL REQUEST FORM TO:

DATAVEND

P.O. Box 222426

Dallas, Texas 75222

ALLOW APPROXIMATELY 2 WEEKS FOR DELIVERY

NOTE: All column Brand Line Up requests whether to pass our score or Philip Morris Manager will be forwarded to Philip Morris Field Management.

PROFIT PROFILE REQUEST FORM

This is the request form used to obtain optimum brand line-up information. Please follow the instructions on how to fill out the form, if you have any questions, call our toll free numbers.

AVAILABLE BRANDS

Effective First Quarter, DataVend exclusively offers the capability to track your placements of Generic brands. Listed below are ten brands available for placement with the DataVend brand code:

Generic non fil	(910)
Generic fil Kg	(911)
Generic Lt Kg	(912)
Generic Lt 100's	(913)
Generic Lt Men	(914)
Generic Lt 100 Mn	(915)
Generic Ult Lt 100's	(916)
Generic Ult Lt	(917)
Generic Ultra Lights Menthol	(918)
Generic Ultra Lt Men 100's	(919)

In addition, please note the new brands printed on our Route Card/ Data Revision Form. Listed under Philip Morris, we have added the following brands:

B & H Dix Ultra Lt	(084)
B & H Dix Ultra Lt Men	(085)
Players Filter	(029)
Players 100's	(030)
Players Men	(031)
Players Men 100's	(032)

If you have any questions concerning all available brands or their codes, please contact DataVend at one of our toll-free numbers.

DATA LINE

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(Payments listed are annual payments)

BROWN & WILLIAMSON

BARCLAY KINGS	(224)
BARCLAY 100s	(225)
BARCLAY BOX	(226)
BARCLAY MENTHOL KINGS	(229)
BARCLAY MENTHOL 100s	(230)
BELAIR KINGS	(222)
BELAIR 100s	(223)
KOOL KINGS	(202)
KOOL BOX	(203)
KOOL 100s	(208)
KOOL MILDS KINGS	(207)
KOOL MILDS 100s	(206)
KOOL LIGHTS KINGS	(237)
KOOL LIGHTS 100s	(238)
KOOL REGULAR	(201)
KOOL ULTRA	(215)
KOOL ULTRA 100s	(216)
RALEIGH KINGS	(213)
RALEIGH 100s	(219)
RALEIGH LIGHTS KINGS	(217)
RALEIGH LIGHTS 100s	(221)
RALEIGH PLAINS	(218)
RICHLAND KINGS	(250)
RICHLAND MEN	(251)
VICEROY RICH LIGHTS KINGS	(239)
VICEROY RICH LIGHTS 100s	(277)
VICEROY KINGS	(209)
VICEROY 100s	(212)

AREA A:

1. ANY 2 OF THE ABOVE BRANDS \$5.00/YR
2. EACH ADDITIONAL BRAND \$3.00/YR
3. FOR EACH ADDITIONAL COLUMN \$1.00/YR

AREA B:

1. ANY 3 OF THE ABOVE LISTED BRANDS \$8.00/YR
2. EACH ADDITIONAL BRAND \$3.00/YR
3. FOR EACH ADDITIONAL COLUMN \$1.00/YR

BONUS:

FOR EACH MACHINE MEETING THE MINIMUM REQUIREMENT, AN ADDITIONAL \$3.00/YR WILL BE PAID FOR THE BELOW LISTED BRANDS:

BARCLAY KINGS	(224)
BARCLAY 100s	(225)
BARCLAY BOX	(226)
BARCLAY MENTHOL KINGS	(229)
BARCLAY MENTHOL 100s	(230)
BELAIR KINGS	(222)
BELAIR 100s	(223)
KOOL MILDS KINGS	(207)
KOOL MILDS 100s	(206)
KOOL LIGHTS KINGS	(237)
KOOL LIGHTS 100s	(238)
KOOL ULTRA	(215)
KOOL ULTRA 100s	(216)
RALEIGH LIGHTS KINGS	(217)
RALEIGH LIGHTS 100s	(221)
VICEROY RICH LIGHTS KINGS	(239)
VICEROY RICH LIGHTS 100s	(277)

LORILLARD

GOLDEN LIGHTS	(808)
GOLDEN LIGHTS 100s	(838)
GOLDEN LIGHTS MENTHOL	(809)
GOLDEN LIGHTS MENTHOL 100s	(839)
KENT KING	(801)
KENT BOX	(805)
KENT 100s	(807)
KENT III	(831)
KENT III 100s	(832)
MAX	(860)
MAX MENTHOL	(861)
NEWPORT	(811)
NEWPORT BOX	(841)
NEWPORT 100s	(812)
NEWPORT LIGHTS	(840)
NEWPORT LIGHTS BOX	(842)
NEWPORT LIGHTS 100s	(843)
NEWPORT RED FILTER	(820)
NEWPORT RED BOX	(821)
OLD GOLD	(822)
OLD GOLD LIGHTS	(850)
OLD GOLD 100s	(823)
SATIN FILTER 100's	(828)
SATIN MENTHOL 100's	(829)
TRIUMPH	(803)
TRIUMPH MENTHOL	(804)
TRIUMPH MENTHOL 100s	(814)
TRIUMPH 100s	(815)
TRUE	(813)
TRUE 100s	(817)
TRUE MENTHOL	(818)
TRUE MENTHOL 100s	(819)

TWO BRANDS \$5.00 YR/MACHINE
EACH ADD. BRAND \$3.00 YR/MACHINE

PHILIP MORRIS

BENSON & HEDGES 100s	(017)
BENSON & HEDGES MENTHOL 100s	(018)
BENSON & HEDGES LIGHTS 100s	(088)
BENSON & HEDGES MENTHOL LIGHTS 100s	(089)
BENSON & HEDGES DELUXE ULTRA LIGHTS	(084)
BENSON & HEDGES DELUXE ULTRA LIGHTS MENTHOL	(085)
MARLBORO 100s	(008)
MARLBORO MENTHOL	(007)
MARLBORO LIGHTS 100s	(090)
MERIT REGULAR*	(009)
MERIT MENTHOL*	(011)
MERIT 100s	(077)
MERIT MENTHOL 100s	(078)
MERIT ULTRA LIGHTS	(079)
MERIT ULTRA LIGHTS MENTHOL	(080)
PARLIAMENT LIGHTS 100s	(013)
PARLIAMENT LIGHTS FILTER (80/85)	(012)
PLAYERS	(029)
PLAYERS 100s	(030)
PLAYERS MENTHOL	(031)
PLAYERS MENTHOL 100s	(032)
VIRGINIA SLIMS 100s	(019)
VIRGINIA SLIMS MENTHOL 100s	(022)
VIRGINIA SLIMS LIGHTS	(020)

MENTHOL 100s (021)
(MARLBORO 80/85 [001 or 002], MARLBORO LIGHTS SOFT PACK OR BOX - 003 or 023) AND MERIT (REGULAR OR MENTHOL - 009 or 011) MUST BE PRESENT TO QUALIFY FOR ANY PAYMENT.

PAYMENT (AFTER 3 QUALIFYING PACKINGS)	
4 DIFFERENT PM PACKINGS	\$11.00
5 DIFFERENT PM PACKINGS	\$16.00
6 DIFFERENT PM PACKINGS	\$21.00
7 DIFFERENT PM PACKINGS	\$28.00
8 DIFFERENT PM PACKINGS	\$35.00
9 DIFFERENT PM PACKINGS	\$40.00
10 DIFFERENT PM PACKINGS	\$45.00

\$5.00 PER YEAR FOR EACH ADDITIONAL DIFFERENT BRAND OVER 10

*IF NOT SELECTED AS A QUALIFYING BRAND

AMERICAN TOBACCO**PALL MALL "RED" BONUS ALLOWANCE**

WE WILL PAY ANNUALLY A MAXIMUM BONUS ALLOWANCE OF UP TO \$8.00 PER MACHINE AS FOLLOWS:

A \$5.00 BONUS ALLOWANCE ANNUALLY FOR EACH VENDING MACHINE CARRYING BOTH PALL MALL "RED" AND ANY STYLE OF CARLTON FILTERS, LUCKY STRIKE LOW TAR FILTERS, PALL MALL FILTERS OR TAREYTON FILTERS.

AN \$8.00 BONUS ALLOWANCE ANNUALLY FOR EACH VENDING MACHINE CARRYING PALL MALL "RED" AND ANY TWO OF THE FOLLOWING BRANDS: ANY STYLE OF CARLTON FILTERS, LUCKY STRIKE LOW TAR FILTERS, PALL MALL FILTERS OR TAREYTON FILTERS.

PLUS

"NEW" PLACEMENT ALLOWANCE
WE WILL PAY A \$1.00 ALLOWANCE PER MACHINE TO COVER COSTS FOR NEW PLACEMENTS OF CARLTON FILTERS, LUCKY STRIKE LOW TAR FILTERS, PALL MALL FILTERS OR TAREYTON FILTERS.

AT THE RATE OF \$4.00 PER YEAR

CARLTON 100's Filter	(340)
CARLTON 100's Menthol	(342)
CARLTON Filter (King Size)	(347)
CARLTON Menthol (King Size)	(328)
CARLTON 100's Box	(329)
CARLTON Box (King Size)	(341)
LUCKY LOW TAR	(334)
LUCKY LOW TAR BOX	(333)
LUCKY STRIKE 100's Filters	(319)
PALL MALL 100's	(308)
PALL MALL LIGHT 100's	(388)
PALL MALL LIGHT 100's Menthol	(309)
PALL MALL Filter King	(307)
PALL MALL Extra Light	(311)
TAREYTON King Size (Red Stripe)	(301)
TAREYTON 100's (Red Stripe)	(302)
TAREYTON Lights (King Size)	(338)
TAREYTON Long Lights (100 mm.)	(378)

Payment will be made in quarterly installments.

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R.J. REYNOLDS

CAMEL FILTER	(118)
CAMEL LIGHTS	(189)
CAMEL LIGHTS 100s	(146)
CAMEL REGULAR	(117)
CAMEL LIGHTS HARD PACK	(124)
CENTURY FILTER	(154)
CENTURY LIGHTS	(155)
DORAL II FILTER	(132)
DORAL II MENTHOL	(133)
MORE	(141)
MORE LIGHTS	(143)
MORE LIGHTS MENTHOL	(144)
MORE MENTHOL	(142)
NOW 100s	(130)
NOW 100s MENTHOL	(131)
NOW FILTER OR BOX	(128)
NOW MENTHOL OR BOX	(129)
SALEM KINGS	(109)
SALEM LIGHTS	(111)
SALEM 100s	(113)
SALEM LIGHTS 100s	(139)
SALEM ULTRA LIGHTS	(114)
SALEM ULTRA LIGHTS 100s	(115)
SALEM SLIM LIGHTS 100s	(110)
VANTAGE FILTER	(119)
VANTAGE MENTHOL	(122)
VANTAGE 100s	(177)
VANTAGE ULTRA LIGHTS	(120)
VANTAGE ULTRA LIGHTS 100s	(121)
VANTAGE MENTHOL 100s	(149)
VANTAGE ULTRA LIGHT MENTHOL	(147)
VANTAGE ULTRA LIGHT MENTHOL 100s	(148)
WINSTON BOX	(103)
WINSTON BOX	(103)
WINSTON KINGS	(101)
WINSTON LIGHTS	(102)
WINSTON LIGHTS 100s	(172)
WINSTON 100s	(107)
WINSTON ULTRA LIGHTS	(104)
WINSTON ULTRA LIGHTS 100s	(105)
BRIGHT	(134)
BRIGHT 100s	(135)

PLANS A - For vendors who accept our Coin Mech Program. Each plan is for vending machines on location in each state.

PLANS	STATES	ANNUAL PAYMENT
A	Alabama Arkansas Florida Iowa Minnesota Nebraska Missouri	North Dakota Oklahoma West Virginia Washington Oregon Texas
A-1	Connecticut Chicago Region (except Indiana) Massachusetts Michigan Maine New Hampshire	New Jersey New York Pennsylvania Rhode Island Vermont Wisconsin
A-2	Hawaii	6 different style RJR brands \$11 7 different style RJR brands \$16 8 different style RJR brands \$24 9 different style RJR brands \$33 10 different style RJR brands \$41 Plus \$3 per year for each different style RJR brand over 10.

PLANS B - For vendors who DO NOT accept our Coin Mech Program. Each plan is for vending machines on location in each state.

PLANS	STATES	ANNUAL PAYMENT
B	Alabama Arkansas Florida Oregon Washington	8 different style RJR brands \$20 9 different style RJR brands \$35 10 different style RJR brands \$45 11 different style RJR brands \$50 12 different style RJR brands \$55
B-1	Iowa Minnesota Missouri Nebraska	North Dakota Oklahoma Texas West Virginia
B-2	Chicago Region Connecticut (except Indiana) Maine Massachusetts Michigan New Hampshire	New Jersey New York Pennsylvania Rhode Island Vermont Wisconsin
B-3	Hawaii	6 different style RJR brands \$11 7 different style RJR brands \$20 8 different style RJR brands \$30 9 different style RJR brands \$40 10 different style RJR brands \$45

PLANS C - For vendors not in the Coin Mech areas. Each plan is for vending machines on location in each state.

PLANS	STATES	ANNUAL PAYMENT
C	Arizona California Colorado Nevada Utah New Mexico Kansas Wyoming Idaho Montana Alaska Ohio	South Dakota Illinois (except Chicago Region) Louisiana Mississippi Georgia Tennessee North Carolina South Carolina Kentucky Virginia Indiana Maryland Washington, D.C.
C-1	Delaware	4 different style RJR brands \$ 3 5 different style RJR brands \$ 6 6 different style RJR brands \$ 9 7 different style RJR brands \$14 8 different style RJR brands \$22 9 different style RJR brands \$31 10 different style RJR brands \$39 Plus \$3 per year for each different style RJR brand over 10.

2061554027

**DataVend offers the vendors expanded levels of service.
Listed below are five ways we deliver the answers:**

1 Accessible

To make certain that the entire system operates smoothly and accurately, DataVend provides:

- A special toll-free hot line number for immediate assistance by a customer service representative who can answer any question or problems you may have.
- An on-line computer system which allows you immediate access to information about your locations.

2 Flexible

Each vendor operates differently, and DataVend will meet your particular schedule and operational needs.

- *No changes this quarter?* Simply check off "Early" on the postage-paid reply card - and DataVend will process your invoices early. That means faster payments to you! *Lots of new changes this quarter?* No problem with DataVend. DataVend also gives you a choice of two other closing dates - "Regular" and "Late." You select the processing date to fit your schedule.
- Organize your reports in any way you choose - alphabetically, by branch, route, or any other way you wish. DataVend delivers the report organization custom-designed to your needs!



3 Informative

DataVend is a complete computerized vending service that delivers all the data you need to make informed business decisions:

- Which of your locations earn the highest column payments? What is the share of market represented by the brand line-up in those machines? DataVend keeps you in touch with the profitability of your locations.
- Local market shares for each brand are updated each quarter, enabling you to spot trends and make the right changes.
- Are high overall payments by manufacturer disguising low per-column dollars? DataVend tells you exactly what you get per column.
- How are you loading your machines? DataVend has developed a program that combines your particular operating data with local market share information and column payment allowances to design an optimum load plan for you. Just ask your Philip Morris representative about it.

4 Creative

More and more vendors are tracking their vending operations with computers; resulting in different management needs.

- DataVend developed "Computer to Computer" communications; thereby responding to this newly created need.
- Your cigarette location information can be tracked by your computer and sent to DataVend for processing!

5 Simple

DataVend is a very sophisticated system, yet much care was taken to design it so that implementation and maintenance would be simple. Some examples are:

- Input forms are color coded to make use easier.
- All changes can be accomplished by the Route Card/ Data Revision Form.
- Mass standardized brand or price changes can be implemented on one form - with only 2 entries!